

BOARD OF COUNTY COMMISSIONERS

AGENDA ITEM SUMMARY

Meeting Date: June 18, 2003

Division: County Administrator

Bulk Item: Yes ☐ No ☒

Department: County Administrator

AGENDA ITEM WORDING: Discussion and approval of one (1) "At Large" appointment to the Tourist Development Council District V Advisory Committee.

ITEM BACKGROUND: This position has become vacant due to the absenteeism of Ms. Barbara Whitla from three consecutive meetings. Two applications are attached.

PREVIOUS REVELANT BOCC ACTION: On September 8, 1999, the Board of County Commissioners passed an Ordinance providing for the appointment of "At Large" members to the District Advisory Committee by the Board of County Commissioners.

CONTRACT/AGREEMENT CHANGES: N/A

STAFF RECOMMENDATIONS: Approval of an appointment.

TOTAL COST: -0-

BUDGETED: Yes ☐ No ☐

SOURCE OF FUNDS: _____

COST TO COUNTY: -0-

REVENUE PRODUCING: Yes ☐ No ☐ **AMOUNT PER MONTH** _____ **Year** _____

APPROVED BY: County Atty _____ OMB/Purchasing _____ Risk Management _____

DIVISION DIRECTOR APPROVAL:



James L. Roberts, County Administrator

DOCUMENTATION: Included ☒ To Follow ☐ Not Required ☐

DISPOSITION: _____

AGENDA ITEM # Do2

THE FLORIDA KEYS & KEY WEST

Come as you are

DATE: June 2, 2003

TO: Mr. Jim Roberts, County Administrator

FROM: Maxine Pacini, Administrative Assistant

RE: **DAC V 'AT LARGE' VACANCY**

Please bring forward the attached District V Advisory Committee 'At Large' applications to the June BOCC meeting.

This position replaces Ms. Barbara Whitla who was absent from three consecutive meetings.

"At Large" – representative – Any resident who is not directly involved in a tourism business and who shall represent the general public (The operative word within this description is directly. This word means someone who is not in business, nor whose business or economic activity are dependent upon tourists).

Applicants were:

Micki McIntyre

Tom Woods

If you should have any questions, please do not hesitate to call.

APPLICATION

DISTRICT V ADVISORY COMMITTEE (DAC)

☐

LODGING INDUSTRY - shall be owners or operators/managers of motels, hotels recreational vehicle parks or other tourist accommodations in the District which are subject to bed tax

☐

TOURIST-RELATED BUSINESS - shall be persons involved in business which is interdependent upon the tourist industry who have demonstrated an interest in tourist development but who are not owners, operators/managers of motels, hotels, recreational vehicle parks and other tourist accommodations in the county

☒

AT LARGE - Any resident who is not directly involved in a tourism business and who shall represent the general public (The operative word within this description is directly. This word means someone who is not in business, nor whose business or economic activity are dependent upon tourists).

NAME:

Micki McIntyre

ADDRESS:

97501 Overseas Hwy. #203
Key Largo FL 33037

TELEPHONE NO.:

(305) 852-1435

FAX NO.:

305-852-4846

E-MAIL:

mickimcintyre@hotmail.com

Employment History:

See Attached

Organization/Membership Affiliation(s):

Key Largo Chamber of Commerce
Islamorada Chamber of Commerce & BPA

Brief summary as to your qualifications to serve on this committee:

See attached

Signature:

Micki McIntyre

Date:

May 5, 2003

APPLICATION TO BE RECEIVED NO LATER THAN 5:00 P.M.,

Friday, May 30, 2003

MONROE COUNTY TOURIST DEVELOPMENT COUNCIL

1201 White Street, Suite 102

Key West, Florida 33040

(305) 296-1552 (telephone)/(305) 296-0788 (fax)

With my 3 years experience representing the Broward County lodging industry, I feel my understanding for and knowledge of the hospitality industry needs related to marketing and promotion would be a great asset to the Keys tourism promotional effort. Also my experience working for the President of Gill Hotels gives me the individual property perspective as well. The combination of macro industry experience with the Greater Fort Lauderdale Lodging & Hospitality Association combined with my experience with a 1,000-room property also gives me a micro perspective in the tourism industry.

MICKI MCINTYRE
97501 Overseas Hwy #203
Key Largo FL. 33037
305-852-1435

ASSOCIATION MANAGEMENT/CORPORATE LIAISON

Office Administration **Offering Solid Team-Building and Leadership Skills**

AREAS OF STRENGTH

- ♦ Office Administrator
- ♦ Financial Planning
- ♦ Special Events Coordinator
- ♦ Resource and Technology Utilization
- ♦ Personnel and payroll management
- ♦ Inventory and expense control

HIGHLIGHTS OF EXPERIENCE

- Opened and managed new horticulture business and achieved profitability in first year
- Created financial stability and profitability, through a series of fund raising events, for 350 member association

PROFESSIONAL EXPERIENCE

MULL & ASSOCIATES FINANCIAL CENTER, LLC ***Tavernier, Florida***

September 2002 – Present

Marketing Coordinator – Responsible for all marketing and public relations for a full service financial center that includes the largest CPA firm in the Florida Keys, an Insurance Company, an Investment Company, and a Business Solutions Company, all under one roof.

- ❖ Direct representative for firm at community, civic and charitable events
- ❖ Develop and implement all advertising, press releases, and correspondence, i.e. client letters, thank-you letters
- ❖ Coordinate, Maintain and implement all special events and/or seminars
- ❖ Responsible for general front office procedures, i.e. telephones, filing, scheduling

GILL HOTELS ***Fort Lauderdale, Florida***

July 2001 – July 2002

Corporate Liaison – Responsible for developing strategic alliances with major corporations in Broward County and nationwide to enhance exposure of 1,000 room hotel

- ❖ Executive Assistant to Owner/Vice-President of Gill Hotels Company and Gill Foundation, Inc.
- ❖ Direct representative for Gill Hotels at community, civic and charitable events
- ❖ Responsible for incoming and outgoing correspondence
- ❖ Responsible for scheduling and maintaining all activities for Owner/Vice-President

PROFESSIONAL EXPERIENCE
(Continued)

GREATER FT. LAUDERDALE LODGING & HOSPITALITY ASSN.

Fort Lauderdale, Florida

November 1998-July 2002

Office Manager – Responsible for all office procedures of a 350 member Association

- ❖ Executive Assistant to President/COO
- ❖ Responsible for all accounts payable and receivables and all accounting procedures
- ❖ Coordination of Board of Directors meetings including securing site for meeting, notice of meeting, agenda and minutes
- ❖ Planning, oversight and execution of monthly luncheons, all special events and Annual Auction, Golf Tournament and Trade Show
- ❖ Developed and enhanced strategic alliances with key tourism related partners
- ❖ Created strong member value for all membership categories, thus enhancing member retention and new membership revenues

CLAYTON HORTICULTURE

El Dorado, Arkansas

March 1996 – October 1998

Office Manager – Responsible for all office procedures of a 3 state multi-million dollar horticulture business

- ❖ Receive and process orders for three states and multiple million dollar accounts
- ❖ Coordinate the delivery of products from several suppliers to multiple greenhouses
- ❖ Compile data for downloading to the company headquarters in Chicago
- ❖ Primary customer service representative
- ❖ Coordinate marketing efforts for Trade Shows in a three state area

EDUCATION

South Arkansas Community College, El Dorado AR

Associate of Arts, 1995

University of Arkansas at Monticello, Monticello, AR

Took courses towards a BSE in Social Studies Education

■ COMPUTER SKILLS: Windows, MS Word, Excel, Internet, ACT 2000, Quickbooks

**AREAS OF
CONTRIBUTION**

- Fort Lauderdale Chamber of Commerce
 - Beach Council Board Member
- Board Member: Academy of Travel & Tourism
- Greater Fort Lauderdale Lodging & Hospitality Association
 - Government Affairs
 - Marketing Committee
 - Educational Committee
- Broward County Marketing Advisory Committee
- Broward County Literacy Coalition
- Cystic Fibrosis Foundation, Inc. Fund Raising Committee
- Broward County Humane Society
- Campaign Fundraising

APPLICATION

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NAME:

Tom Woods

ADDRESS:

133 Seaside Ave. Key Largo, Fl. 33037

TELEPHONE NO.:

(305) 853-2552

FAX NO.: 305-853-2553

E-MAIL:

tomwoods@bellsouth.net

Employment History: Self employed - law Office of Tom Woods since Jan 2002, President/Owner - Magic Transportation Services 1996 to 2002, Crowley American Transport - Jacksonville 1982-1995 - Manager Transportation, Port Accounting Manager, Analyst, cargo operations and maintenance, Stevedore, Stowage coordinator, owner Magic Auto Sales - Jacksonville 1998-2002, Part time Graphic Art Literacy attorney - Plantation, FL

Organization/Membership Affiliation(s): Popper - Club of U.S., Magic Lodge, Florida Bar, Federal Pan Am Upper Keys Bar Assoc.

Brief summary as to your qualifications to serve on this committee:

I am not directly involved in a tourism business and I intend to represent the general public. I have been involved in several businesses. I am in private practice of law. I have an MBA from University of North Florida, JD from Florida Coastal School of Law, BS in Oceanography and Meteorology from State University, N.Y. Maritime Coll.

Signature:

Tom Woods

Date:

5/24/03

APPLICATION TO BE RECEIVED NO LATER THAN 5:00 P.M.,

Friday, May 30, 2003

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Key West, Florida 33040

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